

RENTAL INFORMATION

(Please Retain)

Thank you for choosing the Reichhold Center for the Arts for your upcoming event. Please carefully read the rental policies listed below. Any violation of the rental policies could result in the cancellation of your event. Please contact us if you require assistance with completing the attached application:

Denise Humphrey
Interim Director/Technical Director
(340) 693-1552

Tracie Wells-Clarke
Operations Manager
(340) 693-1553

The Center may be rented for arts/performance events, civic activities, and meetings for the general public. Use of the Center requires prior approval by the Reichhold Center director. The attached rental application is also required, stating the exact nature and details of the event. **Please note, renting The Center does not include the use of the concession stand.**

The rental fee for use of The Center is established on the basis of two amounts:

- 1) a flat fee for the rental of the space (covering the use of the building, parking lots, cleaning, and general overhead costs), plus
- 2) a fee for the administrative, box office, and production staffs, the technical crew and any direct expenses. **These fees vary depending on the requirements of the renter.**

A non-refundable and non-transferable security deposit of \$1,500 is due upon submission of the rental application, or at least eight (8) weeks prior to the scheduled event. The deposit will guarantee the date for your event, allow for initial box office services, and initiate the printing of the event tickets. Tickets will be available one (1) week after the deposit is received.

The balance due is required immediately after the event. A final event statement will be provided with a detailed list of charges. Acceptable forms of payment: cash, credit cards, certified checks, cashier's checks, bank manager checks, or money orders. **We do not accept personal checks.**

INSURANCE: The Renter must provide proof of insurance listing UVI/Reichhold Center for the Arts as an additional insured. Absolutely no use of the Center or advertisement that an event is being held at the Center is allowed until the contract has been read in full, signed, the security deposit is received, and the insurance obligations are satisfied.

PUBLICIZING YOUR EVENT AND TICKETING: The location of your event cannot be announced until the deposit is received and the rental agreement is completed and approved. The Center must be immediately notified if the headlining artist for the event has changed.

Use of the Reichhold Center logo or venue imagery is prohibited in any print, electronic, digital, or video promotional materials with without approval from The Center's marketing and sales manager. Requests to use the Reichhold Center logo or venue imagery must be submitted in writing with a copy of the proof or sample design. The request and sample design must be submitted prior to said materials being manufactured or distributed for public view.

RENTAL INFORMATION

- All tickets must be printed by the Reichhold Center box office and numbered according to the seating chart. This does not apply to events that are designed for general admission/seating. The maximum number of tickets printed/sold cannot exceed 1,196, which is The Center's seating capacity. A request to print the event tickets through an outside vendor other than the Reichhold Center box office must be submitted to the Reichhold Center director before your rental application is full executed.
- Our box office is the main sale outlet for the event, with additional outlets as requested by the renter/promoter. The Reichhold Center box office will collect all revenue from both box office and outlet sales. There will be no distribution of ticket revenue until after the event settlement.
- All marketing materials (ads, posters, radio spots, etc.) must be proofed and approved by the Reichhold Center marketing and sales manager (or the Reichhold Center director) before production.

TECHNICAL AND MEDIA REQUIREMENTS

- If there is to be media coverage of the event (see contract for requirements), media representatives must contact the Reichhold technical director at least one week prior to the event.
- All technical requirements, including the proposed set, lighting design, and program of talent must be submitted to the Reichhold technical director four (4) weeks prior to the event.
- The attached floor plan to indicate placement of microphones, platforms, choir-risers or other scenic elements.
- The renter/promoter must designate a production manager and stage manager for the event. The names and contact numbers for these individuals must be submitted to the Reichhold Center technical director prior two (2) weeks prior to the event.
- The Reichhold Center technical director and technical staff are not responsible for designing lights, costumes, scenery, or for managing the stage during rehearsals. The Reichhold Center technical director is not responsible for designing lights, costumes, scenery, or for stage managing the rehearsals or performances. There will be an additional fee should those services be requested.
- A list of essential band/staff members (other than cast or performers) who will be allowed backstage is required before the start of the event. We reserve the right to limit backstage access as necessary.
- The Reichhold Center receives ten (10) complimentary tickets in the covered section

RESTRICTIONS

All office, stage and backstage areas are off limits to unescorted persons who have not made prior arrangements with a Reichhold staff member or are not part of a group scheduled to rent the venue. To arrange tours of the facility, please call (340) 693-1550. Backstage, catwalks, control booths, etc. are off limits to the general public. Smoking is not permitted in the building and theatre.

BOOKING THE THEATER

Potential renters may call (340) 693-1550 to inquire about availability. After availability has been determined, a rental application will be provided upon request. Once the application is approved, a rental agreement will be issued for review and signature. The event will be confirmed when, and only when, the Reichhold Center receives a signed rental agreement and the **\$1,500 security deposit**. The rental application and the rental agreement provides the Reichhold Center with a description of the event, including date, time, number of expected attendees, any special needs, additional staffing needs, and equipment needs. The application process must be fully executed at least two (2) weeks prior to the requested event date. The remainder of the rental cost is billed.

FEES

A rental charge applies for use of the grounds, art gallery area, and the theater itself. Please contact the Reichhold Center for a current rental rate schedule. Charges above and beyond the use of space involve equipment and labor. *Regarding labor*, all technical personnel are paid by the hour for the set-up, rehearsal,

duration of the event, and tear down. A House Manager is required to be on duty when the general public is present in the theatre. In addition, at least two Reichhold technicians must be present for events inside the theater, even if there is no equipment in use. These charges are assessed to the event renter/promoter.

THEATER EQUIPMENT

All theater equipment requests must be set up and operated by Reichhold personnel, unless otherwise approved by the Technical Director or his/her designee. Tables, chairs and podiums are provided by the Reichhold Center at no extra charge, based upon availability. There will be a charge for the use of the facility's lighting, sound and stage equipment, as well as any operators that are required to operate said equipment. The acquisition, transportation, and set up of additional equipment that does not belong to the Reichhold Center are the responsibility of the event renter/promoter. A Reichhold staff member must be present during delivery and set up of any additional equipment. Equipment cannot be tied-in to any of the theater systems without prior approval of the Technical Director or a designee. Any tie-ins must be handled by Reichhold personnel. Equipment that does not belong to the Reichhold Center must be removed immediately after the completion of an event. If the equipment is not removed, a storage fee will be assessed. The Reichhold Center does not assume liability for any additional equipment that is brought in, used, or stored within the facility.

THEATRE ACCESS

Access to the Reichhold Center is available Monday through Friday from 10:00 a.m. - 4:00 p.m. or on weekends by appointment only. After hours or weekend access for the renter's personnel for pick-up or delivery must be arranged through the Technical Director and may result in additional labor charges.

CLEANING

The Reichhold Center provides a general cleaning service for all theater events. Other cleaning and trash removal is the responsibility of the event renter/promoter. This includes, but is not limited to, cardboard boxes, balloons, confetti, food, excess programs, etc. Any unusual debris will be removed at the renter's expense.

RENTAL APPLICATION

Please return completed application to the Reichhold Center administrative office.

PLEASE PRINT

Submission of this application does not constitute approval of the requested event date. Approval of the event and date will be granted upon receipt of a completed application and deposit. **Anticipated use of the venue during the Reichhold Center performance season will not be determined until the season lineup is confirmed.** Reichhold Center programming will take precedence over approved dates prior to the signed contract. All rental inquiries will be subjected to a non-refundable and non-transferable \$1,500 deposit. Your submission of this application confirms that you have read and understand the rental information provided to you.

Promoter/Organization _____

Physical Address _____

Mailing Address _____

Telephone _____ Fax _____

Authorized Representative _____

Incorporated in V.I.? _____ For Profit? _____

Non-Profit organizations must attach a copy of tax exempt form.

Event/Production Coordinator _____

Telephone No. _____ Fax No. _____

Email address _____

Describe Event _____

Preferred Date(s) of Event _____

Curtain Time _____ Estimated length of show _____

Preferred Date(s) of Technical/Dress Rehearsal(s) _____

Rehearsal Time _____ Estimated rehearsal hours _____

Will there be an intermission? _____ Length of intermission _____

BOX OFFICE – TICKET INFORMATION

**Information listed in this section will be used for printing your event tickets*

Event Name _____

Will admission be charged? _____

Ticketing prices: Zone A _____ Zone B _____ Zone C _____

Reserved or general admission (open seating) _____

Is there a ticket discount? _____ Discount applied: _____

Is this a private or public event? _____

Ticket Outlets: RCA Box Office, _____

PRELIMINARY TECHNICAL INFORMATION MANAGEMENT

Designer for technical elements: _____

Telephone No. _____ Fax No. _____

Email address _____

Stage Manager or person(s) who will be calling lighting, sound, and scenic cues

Telephone No. _____ Fax No. _____

Email address _____

SOUND

Will sound amplification be required? _____

CD player? _____ Mini-Disc? _____ MP3 Player? _____ iPod? _____ iPad _____

Use of live musicians and/or a band? _____

If so, list what instruments will be used _____

Number of vocal mics (separate from band) required: (wired or cordless) _____

Will the Grand Piano be used? _____ Where on Stage? _____

SCENERY/STAGING

Will you need the Fly System for suspending scenery? _____

Will you have set changes to be made during the show? _____

Please list any scenery or props to be used _____

Will you require risers? _____ How many levels? _____

Indicate in 8" increments: 8" _____ 16" _____ 24" _____

Tables or chairs on stage? _____ No of each? _____

Will you need the main curtain to be operated? _____

Will you need the Marley Dance Floor Surface? _____

LIGHTING

Backdrop-Cyclorama (white) or Black Velour? _____

Will stage lighting be required? _____

Will you need followspots? _____ If so, how many? _____

Please describe: _____

I have read and understand the information provided in the rental information package. I agree to submit my non-refundable and non-transferable deposit of \$1,500 no later than eight (8) weeks before my anticipated event date. Failure to do so will result in the cancellation of my event.

Promoter/Organization

Date

Denise Humphrey, Interim Director
Reichhold Center for the Arts
University of the Virgin Islands

Date Approved